The Graduate Assistant for Marketing at Campus Recreation is responsible for assisting the Marketing and Communications Manager in implementing a strategic communications and marketing plan that incorporates channels and strategies aimed at increasing participation and reaching revenue goals. This position requires strong communications skills and a background in photography. This person will also work with Adobe Creative Suite to design marketing materials, both print and digital.

Major Responsibilities:
- Assist with the development and implementation of strategic marketing plans for Campus Recreation as a whole and its individual program and service areas
- Contribute to and help manage departmental photo library
- Assist with creating marketing materials to help promote programs, events, memberships, and more utilizing Adobe Creative Suite
- Develop content for and design monthly newsletter
- Assist with oversight and administration of social media accounts
- Provide support overseeing the department’s digital signage
- Proof all materials before printed or uploaded to web/social media
- Update website using Adobe Experience Manager

Other Responsibilities Include:
- A daily contribution to the positive atmosphere of Boston College Campus Recreation
- Assist in supervising student employees, oversee them through projects, and provide guidance and training when needed
- Work to improve self and program on a daily basis
- Perform other duties as assigned

Commitment
- Graduate Assistant is expected to work 20 hours per week for each semester.
- Graduate Assistant will attend the Monthly BC Rec Sport staff meeting.
- Graduate Assistant will Co-direct the Campus Recreation Student Staff Advisory Board.
- If at any time a Graduate Assistant cannot make a scheduled event or needs time off for personal reasons they are required to notify their direct supervisor.
- Nights and weekends are required.

Requirements
- Bachelor’s Degree, preferably in Communications, Marketing, Journalism, or a related field.
- Photographer and videography experience.
- Strong written and communications skills.
- Social media knowledge and interest
- Familiarity with HTML and content management systems such as WordPress or AEM preferred
- Proficient with Adobe Creative Suite (Photoshop, InDesign, and Illustrator) and other media appropriate for producing brochures, flyers, advertisements, and more.
- Must be Accepted into one of the Graduate schools:
  - Woods College of Advancing Studies
- School of Theology and Ministry
- Boston College School of Social Work
- Connell School of Nursing
- Lynch School of Education
- Morrissey College of Arts and Science
- Carol School of Management
- For Acceptance requirements please visit [https://www.bc.edu/bc-web/admission/apply/admission-offices.html](https://www.bc.edu/bc-web/admission/apply/admission-offices.html)

- Must be enrolled in minimum 6 hours per semester (or receive special permission) to receive graduate assistantship, stipend and tuition waivers

Stipend, Tuition, and Insurance

- $14,000 over an-8 month period for the fall and spring academic year
- $20,000 Tuition Waiver per academic year
- Appointment is renewable at Associate Director of Facilities Discretion
- Travel allocation for professional development and certifications per approval
- Hourly Summer & Winter Break Employment Available

Please submit your resume and cover letter by April 15 to Becca Fink (Marketing & Communications Manager) at finkbe@bc.edu.